

**MERCHANDISING AID**

ROUTE TO:

INITIALS

OTHER KEY ASSOCIATES

☐ MANAGER☐ ASST. MANAGER☐ OPER. MGR./MDSER.

TO: All Stores

A2 LRF #1

W/E

APPROVED *RH*DATE *8-1-95*HOURS *3:00 to***Beacon-New Low Price 99¢**

- Stores are advised that Beacon will be featured everyday at our new reduced price of 99¢\*.
- RJ Reynolds representatives are authorized to position a new header sign indicating the new retail. Stores will also receive a small window sign to display the next few weeks to bring attention to this low price category of cigarettes.
- Stores should make every effort to properly position the rack and keep it fully stocked. Product is available through your servicing warehouse or cigarette wholesaler.
- Stores in need of a Beacon rack should contact your local RJ Reynolds representative or Dave Tanilli at ext. 3511 or by E-mail (DTanilli).

**ITEM#****ITEM DESCRIPTION**

496216	Beacon Menthol Lights
496257	Beacon Non Filter Kings
496190	Beacon Ultra Light Kings
496141	Beacon Full Flavor 100's
496166	Beacon Light 100's
496182	Beacon Ultra Light 100's
496158	Beacon Full Flavor Kings
496174	Beacon Light Kings
496208	Beacon Menthol Kings

**NO  
DIVISIONS****PRODUCT  
ALREADY IN  
STORE**

51850 3957

\*New Jersey/Maryland at \$1.09